

WXIX

ORDERFlight Dates **10/24/12-10/30/12**Contract / Revision **839751 /**Original Date / Revision
10/23/12 10/23/12Advertiser **Mandel, J/US Senate/R**Agency **Strategic Media Placement.**

Buying Contact

**7669 Stagers Loop
Delaware, OH 43015**

Product

Agency Com 15%

Billing Contact

**7669 Stagers Loop
Delaware, OH 43015**

Sales Office WXIX

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # **3053**

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL820

Priority P 3

Advertiser Ref

Primary Account Executive
Amy Goetz

Account Executive	Order%	Start Date	End Date
Amy Goetz	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	32	\$22,227.50	\$26,150.00	0.00	10/01/12	10/28/12	32	\$22,227.50	\$26,150.00
November 2012	15	\$8,585.00	\$10,100.00	0.00	10/29/12	10/30/12	15	\$8,585.00	\$10,100.00
Totals	47	\$30,812.50	\$36,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WXIX	10/24/12	10/30/12	News @ 6a News @ 6am	Comm	6a-7a	MTWTF--	:30	3	\$600.00	P 3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$600.00		0.00			
		Week: 10/29/12	11/04/12	MT-----		2				\$600.00		0.00			
N 2	WXIX	10/24/12	10/30/12	News @ 7a News @ 7am	Comm	7a-9a	MTWTF--	:30	3	\$600.00	P 1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$600.00		0.00			
		Week: 10/29/12	11/04/12	MT-----		2				\$600.00		0.00			
N 3	WXIX	10/24/12	10/30/12	MILLIONAIRE 1P MILLIONAIRE 1P	Comm	1-2P	MTWTF--	:30	3	\$150.00	P 1	0.00	NM	5	\$750.00

Contract / Revision **839751** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser **Mandel, J/US Senate/R** ProductEstimate # **3053**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXIX	10/24/12	10/30/12	MILLIONAIRE 1P MILLIONAIRE 1P	Comm	1-2P	MTWTF--	:30	3	\$150.00	P 1	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$150.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$150.00		0.00			
N 4	WXIX	10/24/12	10/30/12	Jeopardy 6P STARTS 9/17/12	Comm	6-630P	MTWTF--	:30	3	\$500.00	P 3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$500.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$500.00		0.00			
N 5	WXIX	10/24/12	10/30/12	News At 630P News At 630P	Comm	630-7P	MTWTF--	:30	3	\$300.00	P 3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$300.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$300.00		0.00			
N 6	WXIX	10/24/12	10/30/12	Wheel Of Fortune 7P Wheel Of Fortune	Comm	7-730P	MTWTF--	:30	3	\$1,000.00	P 3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	MT-----					2	\$1,000.00		0.00			
N 7	WXIX	10/24/12	10/30/12	Jeopardy 730P STARTS 9/17/12	Comm	730-8P	MTWTF--	:30	1	\$1,800.00	P 1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,800.00		0.00			
Week:		10/29/12	11/04/12	-T-----					1	\$1,800.00		0.00			
N 8	WXIX	10/24/12	10/30/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	M-WT---	:30	2	\$1,000.00	P 3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					2	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
N 9	WXIX	10/24/12	10/30/12	Late News M-F Late News M-F	Comm	10-11P	----F--	:30	1	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	-T-----					1	\$1,000.00		0.00			
N 10	WXIX	10/27/12	10/28/12	World Series on Fox World Series	Comm	Various	-----SS	:30	2	\$4,500.00	P 1	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----SS					2	\$4,500.00		0.00			
N 11	WXIX	10/24/12	10/30/12	News @ 9a NEWS @ 9A	Comm	9-10A	MTWTF--	:30	3	\$450.00	P 1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$450.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$450.00		0.00			
N 12	WXIX	10/24/12	10/30/12	News Extra 10-11A News Extra 10-11A	Comm	M-F 10-11A	MTWTF--	:30	2	\$450.00	P 1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					2	\$450.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$450.00		0.00			
N 13	WXIX	10/28/12	10/28/12	News 8-10A Sun News 8-10A Sun	Comm	8-10A Sun	-----S	:30	1	\$400.00	P 1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Advertiser **Mandel, J/US Senate/R** Product

Estimate # **3053**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WXIX	10/28/12	10/28/12	News 8-10A Sun News 8-10A Sun	Comm	8-10A Sun	-----S	:30	1	\$400.00	P 1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$400.00		0.00			
N 14	WXIX	10/24/12	10/30/12	Rachael Ray 11A Rachael Ray 11A	Comm	11a-12P	MTWTF--	:30	1	\$150.00	P 1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					1	\$150.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$150.00		0.00			
N 15	WXIX	10/24/12	10/30/12	News @ 4:30am News @ 4:30am	Comm	4:30am-5am	--WT---	:30	1	\$100.00	P 1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					1	\$100.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$100.00		0.00			
Totals														47	\$36,250.00